



Public Relations & Marketing Internship

Summary: Susan G. Komen® internships are unpaid educational opportunities in which students can learn operations and administrative aspects of a non-profit. The Intern will work directly with the Affiliate staff to assist in the development of the fundraising, public relations and marketing related aspects of Susan G. Komen.

Internship hours are flexible and based on the student's schedule and the school's requirements for credit completion. Tentatively 10 to 15 hours per week.

Komen New Orleans Affiliate office hours are Monday-Friday 9am – 5pm, in addition to some evenings and weekends.

Term of Internship: Internship will span over both Fall and Spring semesters. However, students with availability for only one semester will still be considered.

Duties and Responsibilities:

- Participate in the development of a media plan for the Race for the Cure®
- Work with Pro Bono PR/Advertising firm to coordinate media interest and activities
- Interview story subjects
- Write press releases and human interest stories
- Coordinate placement of PSA, human interest and survivor stories
- Coordinate PR with community partners, sponsors, grantees and survivors
- Create and/or update fundraising (Race-related tool-kits) for posting on the Komen New Orleans website
- Support 3rd party event coordination
- Coordinate flyers/promotional documents for Race for the Cure® and other Komen New Orleans events
- Manage and update media list

Requirements:

- Strong organizational skills
- Good communication skills, written and verbal
- Microsoft Office proficient, WordPress, Convio, Salesforce
- Social Media proficient: Facebook, Twitter, Instagram
- Comfortable working with a diverse population
- Ability to work with a team and independently
- Willingness to learn
- Special event and leadership experience is not required, but is preferred

Benefits:

- Gain valuable experience with an internationally recognized health care organization
- Develop skills in non-profit management
- Participation as an integral part of the Komen Promise: to save lives and end breast cancer forever by empowering people, ensuring quality of care for all and energizing science to find the cures